



## **ILHIE Consumer Education Workgroup**

### **In person participants:**

Mary Rasmusson	Consultant
Patricia Joseph	Prospex Information
Theresa Walunas	CHITREC
Valerie Brown	Research Specialist, UIC
Saroni Lasker	OHIT
Cory Verblen	OHIT
Danny Kopelson	OHIT

### **Participants via phone:**

Esther Sciammarella	Chicago Hispanic Health Coalition
Jennifer Creasey	AARP
Gina Baxter	Gen. Mngr. Connected Living, Inc.
Phil McCann	Education/Outreach IL-HITREC
Peter Eckart	Director, IL Public Health Institute

Roll call was taken.

Workgroup approved the minutes from the 6/17/2012 meeting.

### **Mary Rasmusson - Introductions**

Review of supplemental materials produced by Ketchum for the ONC. The workgroup worked on trying to agree on how to best fill in the blanks of a strategy statement. Important to quantify our activity to ensure we are meeting targets.

### **Defining Our Targets**

Important that we agree on whom we are most trying to reach in our educational efforts.

Consumers - what types?



Senior population  
Undeserved communities  
HIV/AIDS  
Behavioral Health  
Users with medicated conditions  
State workers  
English as a Second Language groups  
Disabled  
Caretakers (Parents & Children)

Peter Eckhart- Coordinate with educational messages that have already been developed by various organizations. We need to be clear on what our goals are when we speak with these organizations.

What is our specific targeted message?

Phil McCann- Defining for consumers what the differences are between electronic and paper exchange and developing different messages targeted to different people. Privacy and security are also key to educate consumers about health IT.

Valerie Brown- Targeting youth groups, schools... Kids educate parents about technology. Gina Baxter agrees.

Theresa Walunas - Caretakers are important to reach as they are caring for an elderly parent or ill child. Often providing consent for other people.

Valerie Brown, Danny Kopelson, Phil McCann – Held a brief discussion on PHRs

Patricia Joseph - What do we want consumers to know/understand? We also need to understand the scope of our outreach abilities.

Gina Baxter – Important to talk about where e health is going. Provided a description of Connected living and its computer education programs for undeserved communities in 23 residential facilities, 50 locations mostly in underserved communities. Gina explained that there is a literacy challenge her organization faced in its programs we need to consider. Translate materials in 4-5 languages with tailored messages.

Esther Sciammarella - Helping those with English as a second language populations understand the concepts of health IT. The translation of patient medical records is very important.

Mary Rasmusson - What channels will we use to distribute the messages? What



metrics will we use to measure success? How many organizations we are working with, their patient population, emails lists, newsletter distribution, etc. Hold events and meetings, how many attend?

Danny Kopelson – Development of brochures (various languages), hold webinars for different groups and organizations, consent will also be important for us to educate consumers about. Providers too need to better understand consent to be able to educate the patient.

Phil McCann – Important to use a wellness model. Emphasizing benefits.

Mary Rasmusson – Need to work on messaging, setting priorities and scheduling.

Public comment –

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Lawrence is grateful for the work being done.

Meeting adjourned.